Kelley Blue Book's kbb.com Names Ford F-150 '2009 Best Redesigned Vehicle'

Editors of Kelley Blue Book's kbb.com Laud 2009 Ford F-150's Magnitude of Improvements, Options, Features

IRVINE, Calif., Dec. 10 /PRNewswire/ -- The expert editors at Kelley Blue Book www.kbb.com, the leading provider of new- and used-vehicle information, today announce the 2009 Ford F-150 pickup truck has been named 2009 Best Redesigned Vehicle. The kbb.com editors praise the 2009 Ford F-150 for being more powerful, efficient, refined and tech-laden than its predecessor, and the sheer magnitude of the all-new F-150's improvements allow it to come out on top as Kelley Blue Book's kbb.com Best Redesigned Vehicle for 2009. Five years ago, Ford's flagship pickup won the first Best Redesigned Vehicle accolade from Kelley Blue Book's kbb.com and this year, it becomes the first repeat winner.

"The all-new 2009 Ford F-150 doesn't just haul and tow more, it also does it better than its best competitors while still being comfortable and quiet on the highway and easy around town," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "The multitude of options available on the new F-150, from three cab styles, four box options, seven trim levels, three V8 engine choices, combined with cool features like a SYNC/Sirius/Sony infotainment suite and integral tailgate step, helps to crown it our 2009 Kelley Blue Book Best Redesigned Vehicle."

Few products reflect the accelerating pace of change more than the automobile. Whereas many of yesterday's new models were not much more than styling updates, today's redesigns are more often leaps and bounds ahead of their predecessors in every way. Accordingly, it takes an exceptional product to be named Kelley Blue Book's Best Redesigned Vehicle.

"We were so impressed with the 2009 Ford F-150, we'd go so far as to say it isn't just a great truck, it's a step forward for what a vehicle can be," said Nerad. "Imagine a truck that can help you keep track of your tools and keep you aware of where your employees are, and you can see that the new F-150 brings with it world-class innovation."

The Best Redesigned Vehicle accolade honors the vehicle that best demonstrates improvement and superiority relative to its predecessor and competitors. In judging, the kbb.com editors consider exterior and interior styling, technology, comfort and convenience features, performance/capability, driving dynamics, safety, fuel economy, overall refinement and, of course, value.

Dozens of vehicles were redesigned for the 2009 model-year. In addition to the award-winning 2009 Ford F-150, rounding out the top 10 finalists for kbb.com's 2009 Best Redesigned Vehicle were (in alphabetical order) the Acura TL, Acura TSX, Audi A4, Dodge Ram, Honda Fit, Mazda6, Nissan Maxima, Nissan Murano

and Subaru Forester.

Kelley Blue Book's kbb.com
"Best Redesigned Vehicle" History

2004	Ford F-150
2005	Ford Mustang
2006	Honda Civic
2007	Chevrolet Silverado
2008	Chevrolet Malibu
2009	Ford F-150

The year 2009 is the third time in six years that a Ford model has taken the Best Redesigned Vehicle title, and it also marks the second time the F-150 has taken top honors. Honda broke the Ford streak in 2006 with the redesigned Civic coupe and sedan, and Chevrolet won back-to-back in 2007 and 2008 with the Silverado full-size pickup and Malibu sedan, respectively.

"Each year, redesigned vehicle models improve with more standard features and exciting options, giving consumers great choices when it comes to shopping for a new car," said Nerad. "These days, it's tough to find a new vehicle in any category or price-point that isn't up to par, so choosing a vehicle as the year's Best Redesign is a great challenge."

Vehicles usually are redesigned every four to five years, although some brands wait longer to redesign their models. For more information about the 2009 Best Redesigned Vehicle and the top 10 finalists, visit www.kbb.com/redesign09.

About Kelley Blue Book (www.kbb.com)

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